

## **AMENDMENTS TO THE CLAIMS**

Please amend claims 17, 20, 21, and 22, and add new claims 30-35, as follows.

### **Listing of Claims**

1. (PREVIOUSLY PRESENTED) A store for displaying home furnishings and decorative accessories for sale comprising:
  - a store enclosure;
  - a display area within the store enclosure which includes a plurality of pods, each of the pods containing home furnishings and decorative accessories available for sale, the home furnishings and decorative accessories of the different pods being identifiable, respectively, with different ones of a plurality of different lifestyles, the home furnishings and decorative accessories of each respective pod including home furnishings and decorative accessories comprising at least one of furniture, wall coverings, floor coverings, window coverings, electronics, lighting fixtures, sculpture, mirrors or pictures;
  - a checkout location within the store enclosure;
  - an array of intersecting aisles within the display area and providing pedestrian access to, from and among each of the pods and the checkout location, the array including aisles terminating in groupings of furniture associated with the lifestyles of pods adjacent thereto;
  - an entry space communicating and providing pedestrian passage between the outside of the enclosure and the array of aisles of the display area; and

the plurality of pods being visually and physically separated from each other by components comprising at least one of aisles, lighting, floor finish, floor color, floor covering, floor elevation, signage or walls.

2. (ORIGINAL) The store of claim 1 wherein:

the entry space includes a first informational display diagrammatically depicting a process of manufacturing furniture from material acquisition through the finishing of furniture products and a second informational display depicting the facts relating to a retail entity associated with the store.

3. (ORIGINAL) The store of claim 1 further comprising:

a design center location within the store enclosure;

the array of intersecting aisles providing pedestrian access to, from and among each of the pods and the design center location.

4. (ORIGINAL) The store of claim 1 further comprising:

an office area within the store enclosure;

the array of intersecting aisles providing pedestrian access to, from and among each of the pods and the office area.

5. (ORIGINAL) The store of claim 1 further comprising:

a design center location within the store enclosure; and

an office area within the store enclosure;

the array of intersecting aisles providing pedestrian access to, from and among each of the pods, the design center location and the office area.

6. (ORIGINAL) The store of claim 1 wherein:

at least one of the pods includes wall partitions internal to the pods dividing the pods physically and visually into a plurality of rooms.

7. (PREVIOUSLY PRESENTED) A store for displaying furniture and other products for retail sale comprising: a store enclosure;

a display area within the store enclosure which includes a plurality of pods, each of the pods containing home furnishings and decorative accessories available for sale, and each pod so designed being identifiable with a different one of a plurality of different lifestyles, the home furnishings and decorative accessories of each respective pod including furniture and home furnishings and decorative accessories comprising at least one of wall coverings, floor coverings, window coverings, electronics, lighting fixtures, sculpture, mirrors or pictures that are associated with the respective one of the different lifestyles;

an array of intersecting aisles within the display area and providing pedestrian access to, from and among each of the pods; and

the plurality of pods being visually and physically separated from each other by features including the aisles and grouped by unifying elements comprising at least one of lighting, rugs or floor finish, elevated structures [[and]] or signage.

8. (ORIGINAL) The store of claim 7 further comprising:
  - a central office checkout location within the store enclosure;
  - the array of intersecting aisles providing pedestrian access to, from and among each of the pods and the central office checkout location.
9. (PREVIOUSLY PRESENTED) The store of claim 7 further comprising:
  - groupings of furniture associated with the lifestyles of pods adjacent thereto;
  - the array including aisles terminating in the groupings.
10. (ORIGINAL) The store of claim 9 wherein:
  - at least some of the groupings of furniture are visible for the length of the aisle that terminates in the respective grouping such that characteristics of a lifestyle can be perceived by a customer throughout the length of the aisle.
11. (ORIGINAL) The store of claim 7 further comprising:
  - an entry space communicating and providing pedestrian passage between the outside of the enclosure and the array of aisles of the display area, the entry space

including one or more informational displays relating to the store or business of the store or the manufacture of products sold therein.

12. (ORIGINAL) The store of claim 7 further comprising:

an entry space communicating and providing pedestrian passage between the outside of the enclosure and the array of aisles of the display area, the entry space including a first informational display diagrammatically depicting a process of manufacturing furniture from material acquisition through the finishing of furniture products and a second informational display depicting the facts relating to a retail entity associated with the store.

13. (ORIGINAL) The store of claim 7 further comprising:

a design center location within the store enclosure;  
the array of intersecting aisles providing pedestrian access to, from and among each of the pods and the design center location.

14. (ORIGINAL) The store of claim 7 further comprising:

an office area within the store enclosure;  
the array of intersecting aisles providing pedestrian access to, from and among each of the pods and the office area.

15. (ORIGINAL) The store of claim 7 further comprising:
- a design center location within the store enclosure; and
  - an office area within the store enclosure;
  - the array of intersecting aisles providing pedestrian access to, from and among each of the pods, the design center location and the office area.
16. (ORIGINAL) The store of claim 7 wherein:
- at least one of the pods includes wall partitions internal to the pods dividing the pods physically and visually into a plurality of rooms.
17. (CURRENTLY AMENDED) A method of displaying furniture and accessories for retail sale comprising:
- obtaining at least one of marketing or psychological data on furniture attractive to customers of a plurality of demographics associated with corresponding pluralities of lifestyles;
  - arranging a retail furniture display according to the data, with the display having furniture groupings decorated and positioned to identify customers of different ones of the plurality of lifestyles by attracting those customers on the basis of the corresponding lifestyle to different areas of a store; and
  - arranging furniture accessories and other non-furniture products in the store for display by locating products among the different areas in accordance with the marketability of such products to the customers so attracted to the respective areas.

18. (ORIGINAL) The method of claim 17 further comprising:

so attracting the customers by decorating and furnishing said area of the store such that it is visible from a location remote from said area.

19. (ORIGINAL) The method of claim 17 further comprising:

so attracting the customers by decorating and furnishing said area of the store such that it is visible from an aisle in the store from a location remote from said area.

20. (CURRENTLY AMENDED) The method of claim 17 further comprising:

determining the furniture accessories and other non-furniture products attractive to customers of particular demographics ~~that may be marketable to the customers so who are~~ attracted to the respective areas of the store; and

arranging the furniture accessories and other non-furniture products in the store for display by locating products among the different areas in accordance with the determination.

21. (CURRENTLY AMENDED) The method of claim 20 wherein:

the determining includes employing computerized marketing data correlation techniques to identify what furniture accessories and other non-furniture products are attractive ~~may be marketable to the customers~~ of particular demographics so attracted to the respective areas of the store.

22. (CURRENTLY AMENDED) The method of claim 20 wherein:

the determining includes selecting one or more persons skilled in an art selected from the group consisting of design, decorating, marketing, and merchandising, and having such person or persons make, based on their knowledge, experience or skill, the determination of what furniture accessories and other non-furniture products are attractive ~~may be marketable~~ to the customers of particular demographics so attracted to the respective areas of the store.

23. (PREVIOUSLY PRESENTED) A retail furniture store comprising:

a store enclosure;

a display area within the store enclosure which includes a plurality of pods, each of the pods containing home furnishings and decorative accessories available for sale, the home furnishings and decorative accessories of the different pods being of respectively different styles, the home furnishings and decorative accessories of each respective pod including furniture and home furnishings and decorative accessories comprising at least one of wall coverings, floor coverings, window coverings, electronics, lighting fixtures, sculpture, mirrors or pictures;

a checkout location within the store enclosure;

an array of generally straight and intersecting aisles within the display area, the aisles providing pedestrian access to, from and among each of the pods and the



checkout location, the array including aisles terminating in groupings of furniture, each of a different given style;

an entry space communicating and providing pedestrian passage between the outside of the enclosure and the array of aisles of the display area; and

the plurality of pods containing furniture groupings and accessories arranged as at least portions of each of a plurality of rooms of a house or other residence, each pod having contents that are visually and physically unified, and visually and physically separated from the contents of each of the other pods, by components comprising at least one of aisles, lighting, floor finish, floor color, floor covering, floor elevation, signage or walls.

24. (PREVIOUSLY PRESENTED) A retail furniture store comprising:

a plurality of pods, each pod corresponding to a furnished room decorated according to a respective lifestyle;

a plurality of aisles segmenting the plurality of pods into a plurality of sets of one or more related pods; and

a corresponding furniture display located adjacent each set of related pods, each corresponding furniture display having a design associated with the corresponding set of related pods.

25. (ORIGINAL) The store of claim 24 wherein:

each corresponding furniture display is located at an end of one of the aisles.

26. (ORIGINAL) The store of claim 24, further comprising:  
a checkout location.

27-29. (CANCELED)

30. (NEW) The store of claim 1, further comprising:  
a product in at least one of the pods displaying service-related information  
associated with the respective lifestyle in the pod.

31. (NEW) The store of claim 30, wherein the product includes one of  
communication services, travel services, sports or entertainment services, grooming  
services or health related products or services.

32. (NEW) The store of claim 7, further comprising:  
a product in at least one of the pods displaying service-related information  
associated with the respective lifestyle in the pod.

33. (NEW) The store of claim 32, wherein the product includes one of  
communication services, travel services, sports or entertainment services, grooming  
services or health related products or services.

34. (NEW) The method of claim 17, further comprising:  
arranging products displaying service-related information associated with  
particular ones of the plurality of lifestyles.
35. (NEW) The method of claim 34, wherein at least one of the products  
includes at least one of communication services, travel services, sports or entertainment  
services, grooming services, or health related products or services.